

CHANGE REQUEST for FY 08-09 BUDGET REQUEST CYCLE

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| Department: | Natural Resources |
| Priority Number: | 16 of 18 |
| Change Request Title: | Wildlife Management Public Education Advisory Council Education |

SELECT ONE (click on box):

- ☒ Decision Item FY 08-09
- ☐ Base Reduction Item FY 08-09
- ☐ Supplemental Request FY 07-08
- ☐ Budget Request Amendment FY 08-09

SELECT ONE (click on box):

Supplemental or Budget Request Amendment Criterion:

- ☒ Not a Supplemental or Budget Request Amendment
- ☐ An emergency
- ☐ A technical error which has a substantial effect on the operation of the program
- ☐ New data resulting in substantial changes in funding needs
- ☐ Unforeseen contingency such as a significant workload change

Short Summary of Request:

This request is for an additional \$200,000 in spending authority for the Wildlife Management Public Education Advisory Council (PEAC). The Council's current annual appropriation is \$900,000. This decision item request would allow PEAC to more fully implement its comprehensive, media-based public education program. Once this decision item is approved the annual spending authority for PEAC would be \$1,100,000 beginning in FY 08-09.

Background and Appropriation History:

The Wildlife Management Public Education Advisory Council was created by Colorado House Bill 98-1409. The mission of the council, as defined in statute, is to design and develop a comprehensive media program to educate the public, especially the urban public, about the values of wildlife, wildlife management and how hunting and fishing are important tools in wildlife management.

PEAC is composed of nine members who represent various interests throughout the state: "two sports persons who purchase big game licenses on a regular basis in Colorado, one of whom is from the western slope; two sports persons who purchase fishing licenses on a regular basis in Colorado, one of whom is from the western slope; one person

representing local counties in rural areas of Colorado, the economies of which have a substantial income from hunting or fishing recreation; one person representing municipalities in rural areas of Colorado, the economies of which have a substantial income from hunting or fishing recreation; one person representing the Division of Wildlife; one person, who shall not be an employee of the Division, with a substantial background in media and marketing operations; and one person representing agricultural producers.” House Bill 98-1409 charged the members of the Council to develop a formal plan on action for the approval of the Director of the Division of Wildlife by December 1, 1998. This plan outlines the objective of the Council and identifies the types of information that should be communicated to the public.

HB 98-1409 also created the Wildlife Management Public Education Account in the Wildlife Cash Fund. Moneys in this account consisted of gifts, donations and reimbursements. Senate Bill 99-214 amended Section 33-1-112 (3.5) (a) C.R.S. “*There is hereby created the wildlife management public education fund. Moneys in such fund shall consist of such moneys as the general assembly allocated to the fund and moneys collected from gifts, donations, contributions, bequests, grants, and fund or reimbursements made from other sources to the wildlife management public education council created in section 33-4-120.*” This created a check-off contribution mechanism on all Division of Wildlife limited license applications.

House Bill 05-1266 amended Section 33-4-102 (8.5) (a) C.R.S. “*Except for the annual Colorado Wildlife Habitat Stamp and the lifetime Colorado Wildlife Stamp, a surcharge of seventy-five cents shall be assessed on each license listed in subsection (1.4) of this section that is sold by the Division or one of its license agents pursuant to section 33-4-101. Revenues derived from the assessment of such surcharge, together with any interest earned thereon, shall be deposited in the Wildlife Management Public Education Fund created in section 33-1-113 (3.5) (a).*” This created a permanent funding source for the Council. The “Long Bills” for both FY 06-07 (House Bill 06-1385) and FY 07-08 (Senate Bill 07-239) each provided \$900,000 in spending authority for the Wildlife Management Public Education Fund

PEAC has been given a mandate to educate the public about the benefits of wildlife, wildlife management and hunting and fishing. Funding for this mandate is generated

from the \$.75 surcharge statutorily designated for use by PEAC. This funding is used in large part to promote the following message: *“The Colorado Division of Wildlife manages both non-game and game species with the support of sportsman’s license dollars and the CDOW reintroduces native and threatened species for benefit of all Coloradoans.”*

In order to effectively promote this message, the Council introduced its “Keeping Colorado Wild” education program. In FY 06-07 PEAC accomplished several key objectives necessary to launch their comprehensive media-based program: secured \$900,000 in annual spending authority; initiated a state contract to hire a qualified media consultant/agency partner; negotiated a 5-year communications/marketing contract with Extra Strength Communications, renewable annually; and cooperatively worked with Extra Strength and the Division’s Director to design and approve the 2006/2007 educational program and basic operations plan.

The final approved operations plan for FY 06-07 was designed to utilize TV, radio and outdoor billboard media vehicles to increase public awareness of the critical role the Division of Wildlife plays in the management of a healthy wildlife resource for the benefit of both sportsmen and non-sportsmen. The media program, initiated in the fall of 2006 can be summarized as follows:

- TV: 13 weeks, 69 million message Impressions at a cost of \$600,000 (average number of persons multiplied by the number of spots. The sum of audiences that a medium or combination of media reaches represented in thousands. Does not account for duplicated viewing). The media campaign focused on three markets- Denver, Grand Junction and Colorado Springs/Pueblo (including statewide cable and PBS). The television weight level for the Division’s campaign average about 150 TRPs weekly (Target Rating Points). A TRP represents 1 % of our target audience and does not account for duplicated viewing. For a consumer product campaign, television promotional weight levels would run from 200-275 weekly. For a political campaign, weight levels run at about 400-500 weekly.
- Radio: 26 weeks, .9 million message impressions at a cost of \$18,000.

- Outdoor Billboard Displays: January/February 2007, 13.5 million message impressions at a cost of \$35,500.

To gauge the success of the media campaign- Extra Strength contracted with The Research Partnership (TRP) to conduct market research. TRP has been used previously to conduct baseline research in 2005 in the Colorado Springs and Denver markets only. Those results would be used for comparison purposes to determine the success of the current media campaign. This completed research was delivered to the Council and used to formulate the 2007-2008 strategies and operation plan.

The research methodology consisted of a total of 1,200 telephonic surveys completed during the period of January 25, 2007 and March 10, 2007. Of these 1,200 surveys, 400 were completed in Colorado Springs, 300 were completed in Grand Junction and 500 were completed in Denver. All of these surveys were administered by professional telephone interviewers that were specifically trained on the survey instrument. The calls were monitored for quality control and a supervisor validated approximately 15% of the responses.

The research showed the PEAC is making great strides with the awareness of the general population that the Division of Wildlife manages and protects Colorado's wildlife. The majority of the state's population surveyed agrees that wildlife is a valuable and important asset for the state. It is also clear from the research that television was the most effective medium for conveying the message.

In FY 07-08, PEAC will focus on year two of its education media program. This will revolve around the following themes: wildlife management re-introduces and reestablishes native and other species, while maintaining existing species; professional wildlife management is the responsibility of CDOW; and wildlife management is not funded by state general fund dollars. This approach will provide continuity and reinforce the first year's message while at the same time address the issue of the lack of public understanding of how wildlife management is funded. It is the next strategic step in building the relationship between the general public and wildlife management while at the same time introducing the message of how wildlife management is funded.

The media campaign was previewed before the Wildlife Commission before it is introduced to the public. The campaign will focus on communicating that the role of the Division is to professionally manage, conserve, and protect Colorado's wildlife and this flourishing wildlife resource has been successfully cared for by the Division, without the use of state tax dollars. This will be communicated to the public through two television spots. It is anticipated that the second year of the media campaign will cost approximately \$850,000 of the \$900,000 in spending authority approved by the Legislature in the 2007 long bill (SB 07-239).

General Description of Request:

In FY 08-09 and beyond, the PEAC Council anticipates continuing the stair-step message approach towards the meeting objective of the media campaign –educating the public on the benefits of wildlife, wildlife management and the role of hunting and fishing plays in effective wildlife management. To facilitate this, the Council foresees that additional spending authority would be required to fund the multi-media campaign. Year 3 will more strongly introduce the link between license buyers and the Division- but only after the Council has successfully reviewed the proper messaging strategy research from year 2. Educational objectives, and the messages associated with them, are evaluated annually utilizing accepted media industry scientific research techniques. These objectives may be extended, altered, re-ordered or eliminated based upon the outcomes of the research.

Three major communication objectives of the Council for the multi-media campaign are:

1. Develop an annual, cost efficient, statewide media-based education plan that reaches the general public, emphasizing the non-hunter or non-angler, using primarily high impact media vehicles including TV and radio. Other media vehicles may be utilized as well depending on the recommendation of the advertising agency and media buying agency.
2. Produce materials and strategies as necessary to keep lawmakers, wildlife organizations, outdoor enthusiasts and license buyers informed about WMPEAC activities and programs.
3. Improve the non-consumptive customer's understanding on how and by what means the Division is funded.

Costs associated with this type of media campaign are anticipated to increase in FY 08-09 and beyond. The Council anticipates that the \$200,000 increase in spending authority requested in this decision item will provide a mechanism by which the comprehensive media-based public education program can more fully be implemented. If this decision item is approved, the annual spending authority for WMPEAC would increase from \$900,000 as currently authorized to \$1,100,000 beginning in FY 08-09.

Consequences if Not Funded:

If the decision item is not funded, the WMPEAC will not be able to fulfill its legislatively mandated mission. Research from the year 1 campaign (FY 06-07) has shown that Coloradoans have identified the following key messages: the role of the Colorado Division of Wildlife is to professionally manage, preserve and protect Colorado's wildlife; the Colorado Division of Wildlife reintroduces and reestablishes native and other species; and the Colorado Division of Wildlife is "Keeping Colorado Wild".

The Strategic Plan for the Department of Natural Resources and specifically the Division of Wildlife has identified the following performance measure- "Percentage of the public that is aware of wildlife management. The benchmark for measuring success is 70%. For WMPEAC to fully pursue its mission- measured in part by how successful the Division is at meeting the benchmark, the Council must expand its message to reach both the hunting and fishing public and the non-sportsman public. This must be done slowly and carefully in order to minimize the risk of alienating those not in support of hunting and fishing while at the same time educating this group of constituents on the effectiveness of hunting and fishing as wildlife management tools. This can most successfully be done by building on the successes of the previous year's message. TV is clearly the most successful medium for accomplishing this and also the most expensive. The net outcome of the efforts by WMPEAC will be a greater awareness on the part of the public as to the nature and purpose of wildlife management.

The General Assembly and the Division's constituents recognize the importance of hunting and fishing to Colorado and its economy. This can be seen clearly in the strong

support that led to the passage of HB 05-1266 that authorized the \$.75 surcharge to fund PEAC and its mission.

The Division of Wildlife has long supported public education and information programs as a crucial part of fulfilling its legislative mandate. *“It is the policy of the state of Colorado that the wildlife and their environment are to be protected, preserved, enhanced and managed for the use, benefit, and enjoyment of the people of this state, and its visitors. It is further declared to be the policy of this state that there shall be provided a comprehensive program designed to offer the greatest possible variety of wildlife-related recreational opportunity to the people of this state, and its visitors and that, to carry out such program, and policy, there shall be a continuous operation of planning, acquisition, and development of wildlife habitats and facilities for wildlife-related opportunities.”* Section 33-1-101 (1) C.R.S.

The Colorado Division of Wildlife 2002-2007 Strategic Plan, approved and adopted by the Wildlife Commission on January 11, 2002, states as part of its Management Principles that *“Wildlife education and information enhances the public’s ability to be wise stewards of wildlife, exhibit a strong conservation ethic, and support sound principles of wildlife management.”* Within the Strategic Plan it further states *“Public demand for information about hunting, fishing, viewing and human-wildlife conflicts and species conservation is high and continues to increase. The Division depends on an informed constituency to fulfill its mission. The growth of human impacts is causing a significant decline in wildlife habitat. An increase in public awareness of wildlife requirements is needed to provide and sustain adequate habitat for wildlife and to provide opportunities for the public to enjoy.”* The plan goes on to identify a desired achievement related to this goal *“Inform Colorado hunters, anglers, and other people interested in opportunities for wild-life related recreation, wildlife management, species conservation and wildlife related issues through diverse media.”*

More and more, the citizens of Colorado are being asked to make policy-type decisions regarding the use and management of the state’s wildlife. To facilitate informed decision making on the part of the public, the Division must provide complete factual information

concerning wildlife, wildlife management, hunting, fishing, watchable wildlife and habitat management. It is clear that the most effective way to accomplish this is through the use of mass media, but this is also the most costly method. The Division does not have additional funds to address this need. If the Division were to fund this need without the approval of this decision item, there would be a dramatic negative impact on current information and education programs.

Calculations for Request:

| Summary of Request FY 08-09 | Total Funds | General Fund | Cash Funds | Cash Funds Exempt | Federal Funds | FTE |
|------------------------------------|--------------------|---------------------|-------------------|--------------------------|----------------------|------------|
| Total Request | \$1,100,000 | | | \$1,100,000 | | |
| PEAC Surcharge Revenue- FY 06-07 | \$1,060,557 | | | \$1,060,557 | | |
| PEAC Fund Balance FY 06-07 (est.) | \$947,306.92 | | | \$947,306.92 | | |
| PEAC Fund Balance FY 05-06 | \$713,398.11 | | | \$713,398.11 | | |
| PEAC Fund Balance FY 04-05 | \$138,032.94 | | | \$138,032.94 | | |

| Summary of Request FY 09-10 | Total Funds | General Fund | Cash Funds | Cash Funds Exempt | Federal Funds | FTE |
|---|--------------------|---------------------|-------------------|--------------------------|----------------------|------------|
| Total Request | \$1,100,000 | | | \$1,100,000 | | |
| PEAC Surcharge Revenue- FY 07-08 (Estimate) | \$1,050,000 | | | \$1,050,000 | | |
| PEAC Fund Balance FY 07-08 (est.) | \$1,097,306.92 | | | \$1,097,306.92 | | |
| PEAC Fund Balance FY 06-07 | \$947,306.92 | | | \$947,306.92 | | |
| PEAC Fund Balance FY 05-06 | \$713,398.11 | | | \$713,398.11 | | |
| PEAC Fund Balance FY 04-05 | \$138,032.94 | | | \$138,032.94 | | |

Assumptions for Calculations:

Source of revenue data for FY 06-07 is the MCR02 reports –Colorado Financial Reporting System Statement of Revenue and Expense for State Fiscal Year 2007 – as of 06/30/07 for Period 13. Agency PBA Division of Wildlife. Fund 428 Wildlife Management Public Education

Source of revenue data for FY 05-06 is the MCR02 reports –Colorado Financial Reporting System Statement of Revenue and Expense for State Fiscal Year 2006 – as of 06/30/06 for Period 13. Agency PBA Division of Wildlife. Fund 428 Wildlife Management Public Education.

Source of revenue data for FY 04-05 is the MCR02 reports –Colorado Financial Reporting System Statement of Revenue and Expense for State Fiscal Year 2005 – as of 06/30/05 for Period 13. Agency PBA Division of Wildlife. Fund 428 Wildlife Management Public Education.

\$.75 surcharge became effective January 1, 2006. FY 06-07 is the first full fiscal year that data is available for the revenue generated by this surcharge. The Division is taking a conservative approach and assuming that there will be no change in the number of licenses sold, therefore no change in the PEAC annual revenue.

Impact on Other Government Agencies:

Not Applicable

Cost Benefit Analysis:

Increased spending authority for PEAC will allow the Council to more fully implement a public education program to inform the public about wildlife and wildlife management. Funding is generated through the \$.75 surcharge, as established in statute; therefore there are no external costs to other governmental entities, private industry or citizens. The Division will be able to continue to serve its existing constituents while at the same time informing the public about wildlife so that the informed public will be able to make wise decisions about wildlife and wildlife management.

Research has identified the key prospect group that will be targeted during the media campaign. As a whole, this group values wildlife and wildlife recreation. However, over 90% of this group does not know that the state's wildlife resource is managed and protected by the Colorado Division of Wildlife without the use of state tax dollars. The majority of this target group, both male and female residents of the state, does not participate in either hunting or fishing. Regardless of this, based on available information, it is a fact that as a whole Coloradoans value and enjoy a healthy and prosperous wildlife resource. It is critical that the public be made aware that this wildlife resource that they enjoy is a result of professional wildlife management provided by the Colorado Division of Wildlife and that Wildlife management is not funded by state tax dollars but by revenue from the sale of hunting and fishing licenses and federal excise taxes.

To help increase the public's awareness in FY 07-08 the media campaign was expanded to include four markets- Denver, Colorado Springs, Grand Junction and Durango. This will allow the PEAC message to be strategically placed in all the major target marketplaces in order to maximize our potential to reach the maximum number of our identified key prospect group. The media campaign begins in mid-September and runs through June- the goal is to keep the message out in front of the public for as much of the year as possible. However, this presents a huge financial challenge. In FY 06-07, over 90% of the WMPEAC spending authority was spent on the costs associated with fulfilling its statutorily defined mission - *"To educate the general public about the benefits of wildlife, professional wildlife management and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing, by designing, implementing and managing a comprehensive media-based public-education program."*

The cost of a media campaign increases annually- for the period of 2000 through 2006 alone, it has increased 6-8% per year (TV, radio and outdoor). Based on historical data, it is anticipated that media costs will continue to rise at a rate of 8% per year in the foreseeable future. For FY 08-09, these media costs will be driven by additional forces that are well outside of the control of the Division- namely political campaigns and the 2008 Summer Olympics. Each of these events will impact not only the number of

available advertising spots but will also serve to drive up the costs of the available spots. The Colorado primary election is in August so it is anticipated that the rate increase should begin to be seen in April of 2008 and continue through October of 2008 due to the election campaigns on both the federal and state level. It is anticipated that media costs will rise at a minimum of 10% before returning to the normal 8% increase per year. Based on this anticipated 10% increase in media costs for FY 08-09, using the current FY 07-08 media plan as a basis for calculation and no additional media time purchased, media costs for FY 08-09 are estimated to increase by approximately \$67,000.

The WMEF Council will utilize the additional \$200,000 in spending authority to cover the estimated \$67,000 associated with the increased media costs in FY 08-09 as well as purchase additional media time, equivalent to approximately 1 $\frac{3}{4}$ weeks, in each of the identified markets. The cost associated with the purchase of the additional 1 $\frac{3}{4}$ weeks of media time is estimated to be approximately \$77,000 in FY 08-09. The minimum total cost for purchasing media time in FY 08-09 is estimated at \$144,000. In addition to the increased costs associated with the purchase of media time in FY 08-09, it is anticipated that other costs associated with the production of the media campaign will also increase due to inflation and other factors outside of the control of the Division.

While the specifics of the FY 08-09 marketing campaign won't be developed until feedback from the FY 07-08 campaign is collected, the council also hopes to be able to utilize the additional spending authority to provide more flexibility in new programming techniques as well as providing opportunity to tailor the message to meet the diverse messaging needs of the targeted audience. One such project that is being discussed is to do some baseline research on the Hispanic market segment. This is still in the preliminary stages but the additional \$200,000 in spending authority would enable WMPEAC to expand its reach to incorporate more of the targeted audiences.

Education of the public is crucial to both WMPEAC and the Division achieving their statutorily defined missions. The media campaign will provide an efficient and effective mechanism to facilitate this as well as provide the basis for education the citizens of Colorado on the importance of hunting and fishing to the state as a whole.

Hunting and fishing are not only necessary tools in wildlife management for maintaining healthy and diverse populations of wildlife in Colorado; they also support a significant portion of Colorado's tourism economy. According to "The Economic Impacts of Hunting, Fishing, and Wildlife Watching in Colorado" prepared by BBC Research & Consulting for the Division of Wildlife in October 2004, hunters and anglers spent an estimated \$797 million on trip expenses and sporting equipment in Colorado during 2002, and the Division of Wildlife spent an additional \$49 million on operations that directly support hunting and fishing. This study also estimated that the secondary economic impact of hunting and fishing dollars re-circulating in the local economy during that same period totaled roughly \$660 million. The total estimated economic impact from these three revenue streams is just over \$1.5 billion. An estimated 20,000 jobs located across Colorado were supported from the hunting and fishing industry. These jobs are an important component of the state's economy, particularly in the rural areas.

The risk of losing all or a portion of hunting or fishing in Colorado in the future because of declining interest in participating in the sport, changing public values, potential new statutory or constitutional restrictions, or other adverse circumstances, is of real concern. According to the U.S. Fish and Wildlife Service's 2006 National Survey of Fishing, Hunting, and Wildlife Associated Recreation, 5 year trend information shows that nationwide, fishing continues to be a favorite pastime even though overall participation in fishing declined from 2001 to 2006 by approximately 12%. Nationwide, 5 year trend for hunting shows a 4% decline, however, the number of big game hunters remained steady. The biggest decline in hunting licenses was in migratory bird hunting which showed a 22% decline and small animal hunting which showed a 12% decline.

If the trend information were to be accurate, Colorado's economy would be negatively impacted primarily from the decline in hunter and angler spending over a 10 year period. The 2002 economic impact data shows that hunting in Colorado generated approximately \$338 million (measured in 2004 dollars) and fishing generated approximately \$459 million. Using the 5 year nationwide trend figures to create a hypothetical model, the economic impact to Colorado due to declining participation in hunting and fishing would result in \$13.5 million decline in hunting generated revenue and \$55 million decline in

fishing generated revenue for a total decline in revenue of \$68.5 million. This annual impact is mathematically represented in the following way:

| | |
|--------------|---|
| Hunting | \$338 million x 4% decline = \$13.5 million |
| Fishing | \$459 million x 12% decline = <u>\$55.0 million</u> |
| TOTAL | \$68.5 million |

These potential impacts, as well as potential reductions in “secondary” economic impacts, would be particularly difficult for many rural communities that primarily rely on hunting and fishing to boost their economies.

The loss of hunting opportunities in Colorado will also dramatically impact wildlife management in Colorado. In FY 2005-06, income from the sale of hunting licenses, federal revenues from excise tax on hunting equipment, interest and other sources totaled \$104.2 million (CDOW 2006 Annual Report). Revenue the Division generates from hunting not only pays to manage hunting programs in Colorado but also is used to subsidize other wildlife management programs as well. Additionally in FY 2005-06, roughly expenditures by strategic area for the Division were as follows: Wildlife Habitat and Species Management \$24.1 million; Wildlife Recreation (including hunting and fishing) \$37.0 million; Wildlife Education & Information \$10.0 million; and Responsive Management \$27.8 million. Reduction or elimination of hunting and fishing in Colorado will severely impact the Division’s ability to effectively manage Colorado’s wildlife.

Colorado cannot afford to lose hunting and fishing opportunities due to poor information and misunderstandings about the benefits hunting and fishing. In February of this year, the U.S. Fish & Wildlife Service published their Fishing and Hunting Recruitment and Retention in the U.S. from 1990 to 2005. This is an addendum to their 2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation. The report states that the downturn in hunting and fishing participation experience in the 1990’s causes great concern among many natural resource managers and organizations interested in the future of these activities. In response to this, public and private agencies beefed up efforts directed at improving recruitment and retention in hunting and fishing. It is encouraging to note that the pace of the decline in hunting and fishing participation that

occurred in the 1990's did not continue in period of 2000-2005. Public education on wildlife management, such as the multi-media program implemented by WMPEAC, plays a major role in any recruitment and retention effort.

WMPEAC must utilize a variety of tools to fulfill its mission- *“To educate the general public about the benefits of wildlife, professional wildlife management and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing, by designing, implementing and managing a comprehensive media-based public-education program.”* The increased investment in a public media campaign in FY 08-09 combined with the on-going analysis of the effectiveness of the media campaign in educating the public about wildlife management and the importance of hunting and fishing in Colorado will provide the Division with valuable information. This information will be crucial in determining the most effective marketing strategies for the agency that will aid the Division in implementing the strategies necessary to fulfill its mission- *“The Mission of the Colorado Division of Wildlife is to perpetuate the wildlife resources of the state and to provide the people with the opportunity to enjoy them.”*

Implementation Schedule:

| Task | Month/Year |
|---|----------------|
| Pre-test research begins on FY 07-08 Media Campaign | December 2007 |
| Research begins of FY 07-08 Media Campaign | March 2008 |
| Research results complied and presented to PEAC | April 2008 |
| Operational Plan and Budget FY 2008-2009 presented to Division Director | June 2008 |
| Media Campaign presented to Wildlife Commission | August 2008 |
| Media Campaign Begins- timing is contingent on level of funding | September 2008 |

In FY 08-09, the Council will be entering year 3 of its media program. The above implementation schedule is an estimate, based on the media program schedule from year 2.

Statutory and Federal Authority:

33-4-120 C.R.S. (2006) Wildlife management public education advisory council - creation

(1) (a) The director of the division shall appoint nine individuals, at least three of which are from the western slope, to act as the wildlife management public education advisory council, referred to in this section as the council. The council shall have statewide responsibility and authority.

(b) (I) The council shall consist of the following members:

(A) Two sports persons who purchase big game licenses on a regular basis in Colorado, one of whom is from the western slope;

(B) Two sports persons who purchase fishing licenses on a regular basis in Colorado, one of whom is from the western slope;

(C) One person representing local counties in rural areas of Colorado, the economies of which have a substantial income from hunting or fishing recreation;

(D) One person representing municipalities in rural areas of Colorado, the economies of which have a substantial income from hunting or fishing recreation;

(E) One person representing the division of wildlife;

(F) One person, who shall not be an employee of the division, with a substantial background in media and marketing operations; and

(G) One person representing agricultural producers.

(II) The council members appointed pursuant to sub-subparagraphs (A) and (B) of subparagraph (I) of this paragraph (b) shall be nominated by organized sports person groups with regional or statewide membership. The council members appointed pursuant to sub-subparagraphs (C) and (D) of subparagraph (I) of this paragraph (b) shall be nominated by organizations that represent the interests of such counties and municipalities.

(III) All members of the council shall be residents of the state of Colorado.

(IV) Every effort shall be made by the director to appoint members from all geographic areas of the state.

(c) A member shall serve for no more than two terms; except that no member representing the division of wildlife shall be so limited. The appointments to the council shall be as follows:

(I) The initial terms for the two members representing sports persons who hunt shall be two years for one member of said group and four years for the other member of said group.

(II) The initial terms for the two members representing sports persons who fish shall be two years for one member of said group and four years for the other member of said group.

(III) The initial term length for the member representing the division shall be at the discretion of the director of the division.

(IV) The initial term length for the member representing counties and for the member representing agricultural producers shall be four years.

(V) The initial term length for the member representing municipalities and for the member with substantial experience in media and marketing operations shall be two years.

(VI) After the initial appointments, all subsequent appointments shall be for four years.

(d) Members of the council shall be compensated from the wildlife cash fund created in section 33-1-112 (1), for the reasonable and necessary expenses they incur in connection with their activities for the council.

(e) The council shall perform the following duties:

(I) Oversee the design of a comprehensive media-based public information program to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing;

(II) Prepare an operational plan for the director's approval no later than December 1, 1998;

(III) Expend moneys from the wildlife management public education fund in accordance with the operational plan approved by the director; except that all such expenditures shall be within the scope of the activities and funding levels authorized in such operational plan.

(f) (I) The council shall receive regular and ongoing promotional or advertising space in any license brochure or equivalent publication to use, at its discretion, to solicit donations.

(II) This paragraph (f) is repealed, effective July 1, 2009.

(2) Nothing in this section shall be construed to be a mechanism to substitute funding that would otherwise be available for expenditure by the division, or to replace or reduce the obligation of the division to carry out public information programs under this title.

(3) (a) and (b) Repealed.

33-1-112 (3.5) C.R.S. (2006) Funds and cost accounting

3.5) (a) There is hereby created the wildlife management public education fund. Moneys in such fund shall consist of the surcharge authorized by section 33-4-102 (8.5), such moneys as the general assembly allocates to the fund, and moneys collected from gifts, donations, contributions, bequests, grants, and funds or reimbursements made from other sources to the wildlife management public education advisory council created in section 33-4-120.

(b) Moneys in the wildlife management public education fund shall be subject to annual appropriation and shall be used by the wildlife management public education advisory council for carrying out its duties as set forth in section 33-4-120, including, but not limited to, the reasonable and necessary expenses incurred by council members in fulfilling their duties, as approved by the director.

(c) All receipts and interest derived from the investment of moneys in the wildlife management public education fund shall be credited to such fund.

33-4-102 (8.5) C.R.S. (2006) Types of licenses and fees

(8.5) (a) Except for the annual Colorado wildlife habitat stamp and the lifetime Colorado wildlife stamp, a surcharge of seventy-five cents shall be assessed on each license listed in subsection (1.4) of this section that is sold by the division or one of its license agents pursuant to section 33-4-101. Revenues derived from the assessment of such surcharge,

together with any interest earned thereon, shall be deposited in the wildlife management public education fund created in section 33-1-112 (3.5) (a).

Performance Measures:

| | | | | | |
|---|------------------|-----|-----|-----|-----|
| DOW-5: Percentage of the public that is aware of wildlife management | Benchmark | 70% | 75% | 75% | 80% |
| | Actual | 70% | | | |
| Narrative: This measurement will be obtained through a regular, random survey of the public that is intended to gauge public awareness of the role of wildlife management in Colorado. Educating the public (including school children and adults) about wildlife and wildlife management is a key component of DOW's mission. DOW has numerous programs to reach a variety of audiences through educational vehicles – from Project WiLD and Angler Education to Colorado Youth Naturally and WIN-WIN to information press releases and the public education media campaign developed by the Wildlife Management Public Education Advisory Council (PEAC). The net outcome of all these efforts should be greater awareness on the part of the public as to the nature and purpose of wildlife management. | | | | | |